

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .BILL FARMER STATE R

Product Political

Estimate# 2536

Buyer Erica Corso

Phone#

Fax#

Agency () BUYING TIME

650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 433/438/2536

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	11A-12P	EIGHT WEST	:30	\$125.00	10/30-10/30	1	1	1	\$125.00	
	2	W	11A-12P	EIGHT WEST	:30	\$125.00	10/31-10/31	1	1	1	\$125.00	
	3	TH	11A-12P	EIGHT WEST	:30	\$125.00	11/01-11/01	1	1	1	\$125.00	
	4	F	11A-12P	EIGHT WEST	:30	\$125.00	11/02-11/02	1	1	1	\$125.00	
	5	M	11A-12P	EIGHT WEST	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
	6	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
	7	W	5A-6A	NEWS 9 DAYBREAK	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	8	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	9	F	5A-6A	NEWS 9 DAYBREAK	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	10	M	5A-6A	NEWS 9 DAYBREAK	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	11	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$300.00	11/04-11/04	1	1	1	\$300.00	
	12	SA	6A-7A	NEWS SATURDAY	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	
	13	TU	10A-11A	TODAY SHOW 3	:30	\$400.00	10/30-10/30	1	1	1	\$400.00	
	14	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	

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	15	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	11/01-11/01	1	1	1	\$400.00	
	16	F	10A-11A	TODAY SHOW 3	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	17	M	10A-11A	TODAY SHOW 3	:30	\$400.00	11/05-11/05	0	0	0	\$0.00	
	Buyline Comment: 1X N/A, MKGD ON SEP LN											
	18	TU	12P-1P	NEWS 8 AT NOON	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	19	W	12P-1P	NEWS 8 AT NOON	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	20	TH	12P-1P	NEWS 8 AT NOON	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	21	F	12P-1P	NEWS 8 AT NOON	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	
	22	M	12P-1P	NEWS 8 AT NOON	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	23	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	24	TU	1135P-1235A	LENO	:30	\$550.00	10/30-10/30	1	1	1	\$550.00	
	25	TH	1135P-1235A	LENO	:30	\$550.00	11/01-11/01	1	1	1	\$550.00	
	26	M	1135P-1235A	LENO	:30	\$550.00	11/05-11/05	0	0	0	\$0.00	
	27	SA	7A-8A	NEWS SATURDAY AM	:30	\$550.00	11/03-11/03	1	1	1	\$550.00	
	28	TU	9A-10A	TODAY SHOW 2	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	
	29	W	9A-10A	TODAY SHOW 2	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	

Rep Order#	6868381	Ver#	11	Mod#	2	Status	Confirmed
EC'd	Yes						

Last Received: 11/13/2012 1:21 PM
Showing Buylines: All Lines

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	30	TH	9A-10A	TODAY SHOW 2	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
	31	F	9A-10A	TODAY SHOW 2	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
	32	M	9A-10A	TODAY SHOW 2 Buyline Comment: 1X N/A, MKGD ON SEP LN	:30	\$600.00	11/05-11/05	0	0	0	\$0.00	
	33	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$600.00	11/04-11/04	1	1	1	\$600.00	
	34	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	35	W	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	36	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	37	F	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	38	M	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	39	SA	8A-10A	TODAY SHOW	:30	\$675.00	11/03-11/03	1	1	1	\$675.00	
	40	TU	7A-9A	TODAY SHOW	:30	\$975.00	10/30-10/30	1	1	1	\$975.00	
	41	W	7A-9A	TODAY SHOW	:30	\$975.00	10/31-10/31	1	1	1	\$975.00	
	42	TH	7A-9A	TODAY SHOW	:30	\$975.00	11/01-11/01	1	1	1	\$975.00	
	43	F	7A-9A	TODAY SHOW	:30	\$975.00	11/02-11/02	1	1	1	\$975.00	
	44	M	7A-9A	TODAY SHOW Buyline Comment: 1X N/A, MKGD ON SEP LN	:30	\$975.00	11/05-11/05	0	0	0	\$0.00	

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	45	SU	8A-9A	SUNDAY TODAY	:30	\$1,000.00	11/04-11/04	0	0	0	\$0.00	
		Buyline Comment: 1X N/A, MKGD ON SEP LN										
	46	W	530P-6P	NEWS AT 5:30P	:30	\$1,150.00	10/31-10/31	0	0	0	\$0.00	
		Buyline Comment: 1X N/A, MKGD ON SEP LN										
	47	F	530P-6P	NEWS AT 5:30P	:30	\$1,150.00	11/02-11/02	1	1	1	\$1,150.00	
	48	W	5P-530P	NEWS AT 5P	:30	\$1,150.00	10/31-10/31	1	1	1	\$1,150.00	
	49	F	5P-530P	NEWS AT 5P	:30	\$1,150.00	11/02-11/02	0	0	0	\$0.00	
		Buyline Comment: 1X N/A, MKGD ON SEP LN										
	50	TU	8P-10P	THE VOICE	:30	\$1,750.00	10/30-10/30	1	1	1	\$1,750.00	
	51	SU	7P-8P	FNA	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	52	M	5A-6A	NEWS	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	53	TU	6A-7A	NEWS	:30	\$650.00	11/06-11/06	1	1	1	\$650.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	54	TU	5A-6A	NEWS	:30	\$250.00	11/06-11/06	1	1	1	\$250.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	55	TU	630P-730P	NEWS	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	56	M-TU	430A-459A	NEWS	:30	\$50.00	11/05-11/06	2	1	2	\$100.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										

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	57	SA	8A-10A	SAT TODAY	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	58	SU	12A-1230A	SPORTS OT	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	59	M	1235A-135A	JIMMY FALLON	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										
	60	TH	5A-6A	NEWS	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
		Buyline Comment: ADDED AS MGKD FOR LNS N/A										

---REPORT TOTALS---

Report Totals: 54 / \$29,225.00

---SALES MONTHLY TOTALS---

Nov 12: 54 / \$29,225.00

Sales Totals: 54 / \$29,225.00

Station Totals: 54 / \$29,225.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$29,225	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

WILL ADD COMPET

Books null

Demos RA35+

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Phone#		Hiatus Weeks			
Fax#					

--- CREDIT RISK ---
CASH IN ADVANCE